

# HELP THEM SUCCEED. *Period.*



ACCESSIBLE PERIOD CARE FOR ALL

**Libra** *Period*  
**POS+IVITY**  
*Program*



# WHY FREE PERIOD CARE MATTERS.

Free period care in tertiary education is important for many reasons. Supporting your students and staff with free period care products can lead to positive outcomes.

The Libra Period Positivity Program promotes diversity and inclusion by making people feel safe and welcome and positions your institution as a provider of choice. Supporting your students and staff through the provision of free period products shows that you care, leading to higher engagement and improved productivity.



56% of women admit to hiding their period at home, work and school.<sup>1</sup> This can come as a result of the embarrassment and anxiety associated with periods.



20% of women have avoided social situations as a result of being on their period.<sup>1</sup>



54% of people agree that it's still taboo to talk openly about periods.<sup>1</sup>



59% of people agree that society's attitude toward periods is old fashioned.<sup>1</sup>

<sup>1</sup>. Libra Taboo Study 2019

# BENEFITS OF THE LIBRA PERIOD POSITIVITY PROGRAM.



## Remove embarrassment & anxiety

- Free and discreet access to period care products reduces anxiety associated with hiding products on the way to the bathroom.
- Create open conversations about periods by using our communication materials to introduce the program to your students and staff.
- Dispenser stickers with positive messaging help normalise periods in your facilities.



**21% OF WOMEN FEEL ANXIOUS ON THEIR PERIOD AND HOPE THAT NO ONE FINDS OUT THAT THEY'RE ON IT.<sup>1</sup>**

*The Period Positivity Program helps remove*  
**THE EMBARRASSMENT AND ANXIETY SURROUNDING PERIODS.**



## Discreet dispensers

**52% OF WOMEN HAVE CARRIED A HANDBAG WITH PERIOD CARE PRODUCTS TO THE BATHROOM TO HIDE THEIR PERIOD.<sup>1</sup>**

- Our high quality bespoke Libra dispenser is suitable to install in any bathroom, whether it is small, large or ambulant/accessible.
- The dispenser is lockable with a unique dispensing mouth that prevents excess usage and ensures safe and hygienic delivery of the product.
- Dispensers are a proven system already implemented in Australia and New Zealand across thousands of schools, workplaces and leading tertiary facilities.

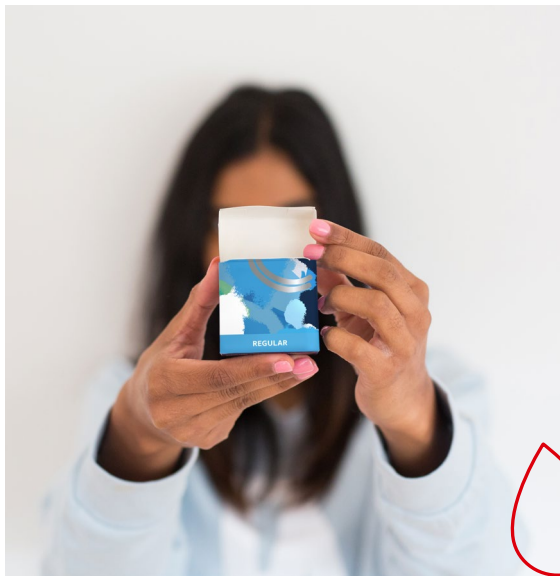




**Trusted, reliable and safe**

- Made in Australia for over 30 years, Libra delivers reliable supply and is the only locally made period care product range.
- Libra tampon boxes meet Australian Standards requirements to provide tamper proof product with product safety information.
- Libra offers a unique Roll Press Go wrapper, sealing in odours and providing discreet disposal of used pads.

**LIBRA IS THE #1 FAVOURITE BRAND.**



# PROGRAM SERVICES.

Program delivery by Tork Professional Hygiene, the no.1 global professional hygiene brand.

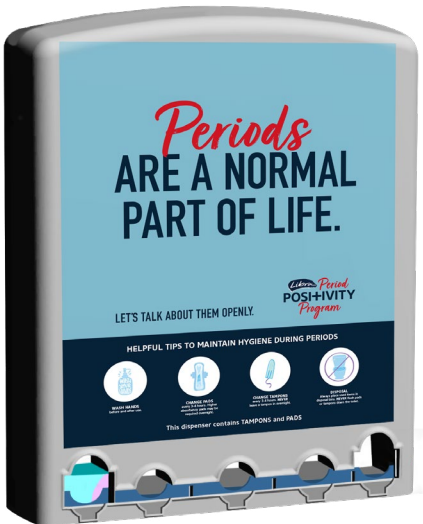


The Tork team are highly experienced in managing large washroom dispenser installation programs.

**Our full-service offering includes:**

- A full install service to get up and running quickly.
- Assured product availability and reliable replenishment service.
- No added administration burden with our full ordering and reporting service.
- Unique lockable dispensers provided free on loan with Libra refill agreement.
- Free resources to help you promote the program to students and staff.

# THE PROGRAM SETUP.



**Libra bathroom dispenser**

- Dispenses individual pads and tampon boxes
- Services 198 users
  - 168 pads
  - 30 tampon boxes (240 tampons)
- Uses the same key as Tork washroom dispensers



**Designed to use with**

- Libra Ultra Thin Regular Pads with wings
- Libra Regular Tampons (8 tampons per box)

# ABOUT US.

Essity is a leading personal care and hygiene company that manufactures and sells essential everyday consumer products.

We are the only local manufacturer of hygiene products with manufacturing sites in Australia, New Zealand and Fiji and we are a major hygiene supplier to the government and education sectors.

We have been manufacturing Libra branded Pads and Tampons in Australia for over 30 years and are focused on supporting and empowering people and providing education about period care.



**FIND OUT MORE:**  
[lovelibra.com/au/periodpositivity](https://lovelibra.com/au/periodpositivity)  
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